

TILE TALK

Devoted to
Sanitary, Decorative and Lasting Building Construction.

Vol. 4

1928 DECEMBER - JANUARY 1929

No. 1



\$1.00 a Year

10c. a Copy

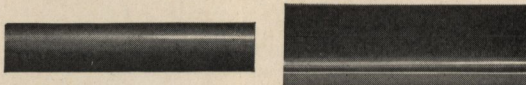
BLACK TRIM IN STOCK FOR IMMEDIATE DELIVERY

6"x2" Out Corner Cap



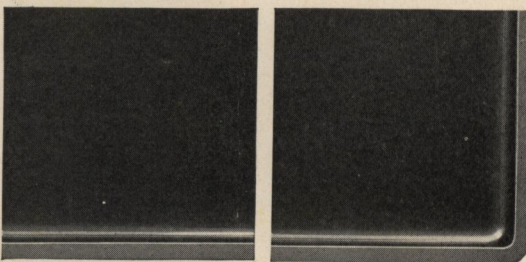
6"x2" Bull Nose Cap

6"x1" Angle Beads



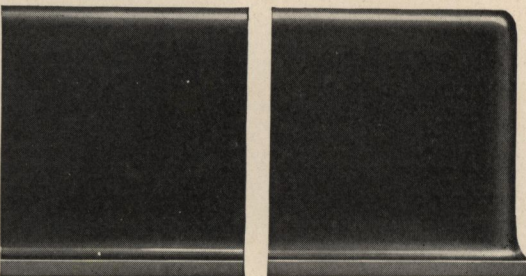
6"x2" Shoe Base

6"x6" Base Cove
Bottom Straight Top



6"x6" Corner Base

6"x6" Sanitary Base
Cove Top and Bottom



6"x6" Out Corner Base

Mail Your Order at Once

EMPIRE FLOOR & WALL TILE CO., Inc.

507-11 WEST 33rd ST.

NEW YORK CITY

444 W. Grand Avenue, Chicago, Ill.

TILE TALK

Published the fifteenth of the month by TILE TALK, Inc., J. B. Owens, President. Devoted to the interests of Sanitary, Decorative and Lasting Building Construction. Publication and Editorial Office, 507-11 West 33rd St., New York City. Subscription rates \$1.00 a year. Advertising rates upon application to the Publication Office. The contents of this magazine are protected by copyright and all persons are warned not to reprint the same in whole or in part without permission. All manuscripts submitted must be accompanied by self-addressed, stamped envelope. While every care will be taken to prevent loss, we will not be responsible for unsolicited manuscripts.

Volume 4

New York, N. Y., December-January, 1928-29

Number 1

CONTENTS

Cover Design	H. J. Rennieburgh	Something New Under the Sun.....	10
Tile Possibilities in the Garden—John R. West	4	Il Modo di Salvaguardare la Salute—C. A. Jensen	11
Knocks and Knockers.....	5	Selling Real Estate by Airplane	11
Tile and the Health Movement—C. A. Jensen	5	Perry's Page—A Thought or Two on Grouting, a Consensus of Opinion	14
Future Wars—Editorial	6	Talking It Over—Unfair Competition.....	15
An Anniversary	6	Shower Curtains	16
Welcome	6	Modern Decoration in the Home—James S. Scott	17
Competition's Sweet Uses—Merle Thorpe in Nation's Business	7	Idle Hour Talks	18
A Happy New Year!—James Edward Hungerford	7	A Curiosity in Mosaic	19
Tile Bridge Sets—Louise Humiston.....	7	What Price Strikes?	19
Selling the Story of Tile Today—Virgil P. Owens	8	The Bright Side	20
Living Conditions	9	Large Buildings Use Empire Tile.....	21
		Willow Chips	21
		Directory of Tile Contractors.....	22
		Classified Advertisements	22

REPRESENTATIVES WANTED

In Every City and Town to Call on Architects, General Building Contractors, Tile Contractors and Tile Setters in the interest of

TILE TALK

LIBERAL COMMISSION

Address. 507 West 33rd St., New York City

Tile Possibilities in the Garden

by John R. West.

The exodus of the American public to the great outdoors as evidenced by the golf links, tennis courts, the "broad highway," swimming and "hiking" has brought the garden lately into something like its own deservedly popular sphere. Whatever your mood may happen to be, happy or sad, lively or quiet, there is a water feature for your garden which can change the blue sky to a brighter hue, can drive sorrow away and bring to your day a joy and a thrill which it may have missed.

It makes little difference how old you may be, for the trill of the fountain jet is no respecter of persons. Water in motion in the garden brings back lost youth, stimulates the imagination and bubbling joy of childhood, making everyone and everything in tune.

Water in motion may not be confined to formal flower gardens only, but may serve a real purpose in an informal lawn area, where there may be room for a small bird bath, or for a waterfall or rivulet along the shores of which the buttercups vie with the iris in absorbing the treasured moisture and find their colors counterparted in the tile basins.

Why is it that as a child we enjoyed most the spot known to us alone, where, upon an old moss-covered log across a quiet flowing stream, in the heart of the woods, alone with nature, we fished, dozed, swam, or watched the old spotted turtle or the frogs as they sunned themselves on the river bank? This, the earliest form of water garden, should be emulated more than has been the case in the past.

Where there is room enough upon the lot for a swim-



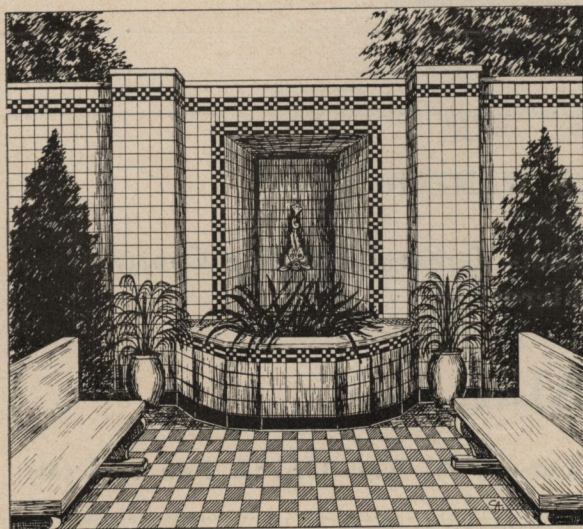
ming pool, one can be built of tile of the proper depth for safety. The artificiality of the pool may be partially concealed by a cleverly designed rock garden, well planted with flowering shrubs and flowers, and the whole be made a part of the general landscape picture. Such a pool should be drained regularly and the inside scrubbed and disinfected. Tile lends itself readily to this easily-to-be-cleaned process.

To reproduce a spring-fed brook in a naturalistic setting with tile is a work of art in the creation of which the efforts of even a Corot seem amateurish.

For a small pond for goldfish or even any tile-bottomed pool of average size the water should be in motion to insure its freshness. This merely means that it should be changed often so that it does not become stagnant, or a mosquito-breeding pond and a menace to the health of the entire neighborhood.

To insure proper overflow it is simple enough to control the depth of the tile pool by means of the height of the overflow pipe. This may be threaded on the lower end, screwing into the floor of the pool. When the water is to be drained out this pipe can be easily and quickly removed and the tile cleaned and made ready for the further uses to which it is to be put.

In the case of the smaller pools, with few exceptions, notably large lily ponds where the banks may be of puddled clay, the material best adapted to their construction is tile. If the entire surface of smooth tile is not desired it can be supplemented by weathered stone. Slate in its varied colors is also a good complement of tile in this instance and is well adapted to use on the top edge of the pool.



In shape and in size any pool selected must be designed to fit the size of the lot, the landscape plan which has been studied, and the use to which the tile pool is to be put. If for wading, then it should be shallow at least at one end; if for fish or for water lilies or for both, its depth will not exceed 18 to 24 inches; if for swimming, avoid too great depth on account of danger to the children of the neighborhood.

The water may be introduced into the pool in a great variety of ways. A fountain of a single jet, falling back into a thousand brilliant drops and ripples as it strikes the tile surface, is the simplest form. The pool may be fed from what appears to be a hidden spring which bubbles out of a tile pocket, trickles over the tile ledges until it loses its individuality in the quiet pool below. The water may in turn flow from the mouth of a grotesque set in the garden wall into a tile basin over the rim of which it clingly falls to the larger pools below.

The overflow should be so designed that it permits the maintaining of a uniform level, the opening being screened to keep out the leaves or foreign objects and yet so attached that it can be unscrewed and the tile pool drained and cleaned in the fall.

Among the gardens of the world in which water is ever present we immediately think of the cascades, waterfalls, pools and tile basins, secret fountain jets which sprayed the unwary passer-by, fountains of beautiful sculptural perfection and the water-organs of old Italy. It was here that the use of water reached its height with elaborate pumping and hydraulic systems to enable the estate owner to use the same water over and over again, pumping from the lower levels to the higher, thence by gravity the water appeared and reappeared on the terraced gardens into which the hillsides were divided.

With the great profusion of flowers, grass, shrubbery and trees coupled with the gorgeous coloring of tile in the various sized pools, on the walks, steps, fountains, benches and bird baths in the garden an ensemble has been effected that forms a perfect riot of color and everlastingly intrigues the imagination.

Knocks and Knockers

When you hear the knock of the knocker,
And you list to his hammer fall,
Recall the fact that the knocking act
Requires no brains at all.

When you hear the growl of the growler,
And you list to his ceaseless growl,
You will please recall that a dog is all
It takes for an endless howl.

When you watch the kick of the kicker,
And you notice the strenuous kick,
You will observe the rule that a stubborn mule
Is great at the same old trick.

Knockers, growlers, kickers,
Fault finders large and small,
What do they need for each daily deed—
No brains—No sense—JUST GALL.

—Clipped.

Tile and the Health Movement

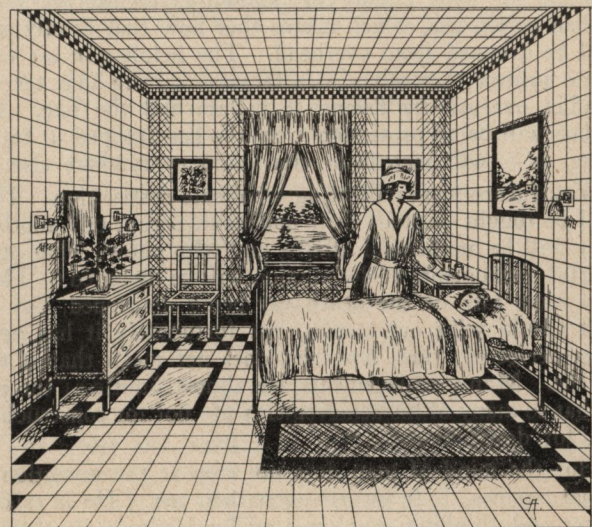
BY C. A. JENSEN

The last two or three years have shown a marked tendency toward better sanitation and much more attention is being paid to measures intended to prevent and ward off disease.

Almost every paper and magazine has a column by some famous doctor telling how to trail the deadly microbe to his lair and execute him without giving any quarter.

Simultaneous with this health movement the writer notices a marked tendency to look upon tile as one of the best allies in the fight for perfect sanitation and good health.

Tile has long been used in hospitals, schools and public places where the spreading of disease-carrying germs is most dangerous. Most microbes that are dangerous to human beings have a very narrow temperature range and when hot water is applied they are easily killed. Here tile floors stand almost alone as being the only floors on which scalding water and the strongest detergents may be used without injury.



In Japan, where cleanliness is almost a religion, tile has been used almost exclusively in the best homes for years, because of the fact that it is foolproof.

The cheapest kind of labor can take care of it without injury to its surface.

Comparing first cost of tile and hardwood floors, it must be remembered that wood floors need sanding and refinishing every two years, costing about 50% of the original price of the floor, while with tile the first cost is the last.

The Underwriter's Laboratories tell us that 70% of fires start in the basement, the storehouse for useless junk, as out of date as its contents. Many contractors realize

(Continued on page 11)



Future Wars

As long as man turns his mind to the invention of machines to slaughter his fellow man there will be wars.

But the invention of machines of destruction is not the end of man's ingenuity in contriving deadly engines. Even innocent inventions that are brought about for the benefit of man in peaceful pursuits on occasion are turned into agents of death and destruction.

When the Wright brothers brought the flying machine to a state of usefulness it is hardly probable that any thought was given to its use as an implement of war. But it was developed during the World War into a deadly thing.

Many who ought to know say that the next war will be one of the air. That will mean the horrors of night air raids, the dropping of bombs upon cities and villages; more than that. Heretofore the airplanes have confined themselves to the dropping of explosives. But the world powers, for some reason best known to themselves, failed to ban poison gas, which means that now that deadly stuff will be dropped from overhead. The helpless in air raids could protect themselves in a measure during that terrible conflict overseas by fleeing to cellars and the like. But cellars will be no protection from the gas dropped in future wars, as it will seep into cellars and everywhere else.

Yes, future wars will bring wholesale destruction. They will be fought without their opponents seeing one another; they will be mechanical affairs, and who knows what other fearful instruments of destruction will be invented? There was some talk of the death ray being developed, the ray that would wipe out armies, but fortunately it has never been perfected; that, however, does not mean that it will not be. Man's achievements are almost limitless; the pity is that so many of his achievements are not for construction, but for destruction.

But the mind of man does not stop at the invention of lethal engines; it is turned upon their use. He is talking peace and thinking war, and as long as war is thought of, war is likely. As a man thinketh in his heart, so is he.

If we are not dreaming of future wars, why should such thinking people as the following give expression to the thoughts quoted?

Major General Ely: "War is only four years away."

Secretary of War Davis: "There are war clouds on the horizon."

Marshal Foch of France: "There will be another great war within the next fifteen years."

Thomas A. Edison: "Europe will sooner or later war on the United States."

Ex-Commander Spafford of the American Legion: "The last war did not end war."

Rabbi Stephen S. Wise: "The world is on the verge of another war because it is thinking of war instead of peace."

President Coolidge: "It is too much to suppose that war has been banished."

Sir Esme Howard, British Ambassador: "It makes me despair of my fellow man when they discuss the possibilities of another war with as much indifference as they discuss a football match."

Many more could be quoted, but this is a fairly representative group and is sufficient.

We are not of the pacifist tendency. We are firm believers in fighting back. If the other fellow gives you a good sound wallop, give him back a sounder one. But because a man believes in defending himself is no reason that he should let his thoughts continually dwell on the opportunity to do so—which is equivalent to carrying a chip on the shoulder.

If we wish to end wars, we must stop thinking war and turn our minds to the advancement of life and not to the invention of something to destroy it.

An Anniversary

With this issue *TILE TALK* rounds out its third year. Like all new publications, it has had its problems to face and overcome. It has met with warm approval from the people in whose interest it is published, the tile people, and from others not interested in building in any way, as letters on file will show.

For years Mr. J. B. Owens, President of *TILE TALK*, Inc., has had close to his heart the furtherance of the tile industry. As president of one of the largest tile corporations extant, he has labored hard in the advancement of the interests of tile. *TILE TALK* is the outcome of part of his plans.

The magazine and the ones who conduct it are laboring in behalf of the tile interests. We wish the tile people to look upon the publication as theirs and if they find something lacking in its contents to let us know. We will welcome their suggestions and if the suggestions are feasible they will be carried out. We are striving to make the magazine better as time goes on and we are looking forward with keen interest to the coming year.

Welcome!

A copy of a new tile magazine, *Tiles and Tile Work*, has just reached our desk. This is the second of only two magazines in the world, so far as our knowledge goes, published in the interest of tile.

The field is broad and there is work to do in it and another publication of this nature will help wonderfully in building up the tile interest.

We give the newcomer a hearty welcome and wish it a long and useful life.

A local groceryman says he has never been held up and robbed by a man with a gun, but he knows what it feels like to be robbed by a man with a credit.—*Mineral Wells (Tex.) Index*.

When you go to install tile insist on having the best. Use Empire.

Competition's Sweet Uses

By MERLE THORPE

(Courtesy Nation's Business)

Sweet are the uses of adversity, sang a Shakespeare, and proceeded to prove his point.

Consider competition. It is adverse, terrifying; it shatters friendships, breeds suspicion and provokes biliousness. Sweet uses? Huh!

A few years ago 2,000 ice producers met. Their faces were worried and anxious. Before each one, in letters a mile high, shrieked the announcement that one million electric refrigerators would be put in the homes of the land that year. A billion-dollar industry wondered as to the future. Here was competition stark and brutal, threatening the theory that only ice could cool.

Someone suggested that they might sell ice instead of peddling it. He pictured 20 million families owning automobiles, 16 millions using telephones, and only 12 millions with ice-boxes.

A fund was raised for market research and promotion. Millions of pamphlets were distributed on the proper care of food. The ice man suddenly became courteous—he no longer left a trail of water on the kitchen floor.

A giant industry awoke. Trade association leaders restrained hotheads from foolish comparisons—"these new-fangled contraptions explode; they wilt lettuce; are not foolproof; always need a mechanic." The industry instead sold ice and did not unsell refrigeration.

Result? The 12 months following, despite a cooler summer, showed a seven per cent increase in sales of ice.

But there was something more significant than material benefits. Last week the president of our largest ice company, in announcing that the past nine months had been the best period in its history, added:

"When the electric people arrived, we got busy; we cleaned house; we cut out the dead wood and the lazy, unprogressive personnel. We worked out our distribution more effectively and we added customers constantly."

So have other industries found sweet the uses of competition. Wood refuses to take a back seat for structural steel. Paint makers are throwing up a barrage of paint-consciousness against the spraygun lacquers. Rayon is getting next to many skins, but it has not prevented the increase in silk output. Cotton refuses to abdicate and bids for custom with a host of new uses.

Resourceful "independents" rate the big chains no stronger than the best links. Newspapers have made a powerful ally of the radio and now levy tribute for its advertising. Some railroads have adopted buses, not only recapturing traffic but actually adding rail passengers. Two railways have established air transport facilities.

Whatever your business, new products, new methods, new devices are vigorously proselyting your customers.

Stimulation by shock is a virtue.

Heroic treatment can make competition a blessing.

Discouraged, can't sleep nights? Why, man alive! It's growth you're facing.

A Happy New Year!

By JAMES EDWARD HUNGERFORD

HAPPY NEW YEAR! May it bless you
With its choicest blessings, friend;
And if bygone "frets" distress you—
With the old year may they end!
Time to turn our backs on trouble;
Banish ev'ry foolish fear;
Let our lips with laughter bubble,
And begin a BRAND-NEW year!

"Life is short, and time is fleeting"—
So a famous poet said;
So while days are swift retreating,
Just keep "plugging"—don't "go dead!"
Past is gone, with sighs and sorrow,
And the future's beaming bright;
Live TODAY, and joy TOMORROW—
Let the "pesky" past take flight!

Now's the time to start your ACTION—
Not a minute to delay!
And you'll find sweet satisfaction
Down the future's bright highway!
Ev'rything is "sitting pretty,"
And the prospects loom up FINE!
Start the year in manner gritty—
Put some "PEP!" in TWENTY-NINE!

HAPPY NEW YEAR! Make it happy
With endeavor, and you'll thrive;
"Do your stuff, and make it snappy!"—
Show the world that you're ALIVE!
Old year's gone, with annals tragic—
We've interred it, with a tear;
Now let's face the future, magic,
Glad it's NEW YEAR—and we're HERE!

(All rights reserved)

Tile Bridge Sets

Tile floors and walls have lent their charm to many a social gathering, but it remained for a recent inventive genius to really put tile in the class of the "400" by making bridge sets of them. These sets are similar to dominoes. They are arranged in hands in the box and each player draws a hand. From experience it is to be prophesied that they will be much more durable and sanitary than material ordinarily used in making Bridge Sets, but as to their popularity it remains to be seen whether they will replace them. Since bridge is such a popular game, the making of them, if used generally, may cause a slight ripple in the tile business.—*Louise Humiston.*

Couldn't

Henry and Sylvia were out driving. Henry had one arm around Sylvia, when the car hit a bump and skidded. "Oh, Henry," gasped Sylvia, "use two hands." "Can't," said Henry, grimly. "Gotta drive with one."

Selling the Story of Tile To-day

By VIRGIL P. OWENS

(Concluded)

(The note accompanying the first part of this article in a previous issue did not completely identify the writer, who has been connected with selling in various fields for many years, as well as formerly associated with the manufacturing end of tile. Mr. Owens, however, contributed his story after but sixty days' contact with the tile business as it is today and applied his knowledge of modern merchandising to the problems met over wide territory.—Ed.)

We are well aware of and make allowance for the competition existing between the larger tile dealers of big towns who are already practicing these up-to-date methods and are bidding against each other as well for the favor of business. It is to be observed in such cases that a very distinct code of ethics exists on the "Live and Let Live" ideas; the principal object being to further the greater use of tile, with the petty items of business misconduct subordinated to this aim.

The necessity of this selling system may not appeal to the man who goes out and sets tile on a small scale, but nevertheless is becoming part of the game for all concerns which desire to do bigger business than that represented by day-wage contracts.

The progressive places today are equipping their display rooms anew so as to convey impressions of delightful, soft-lighted, well-appointed homelike coziness. For the prospect unable to get to your place of business, there are available from reputable manufacturers sample-cases of the desired colors of wall tile and decorative strips, which are most convenient to take out on such occasions. Especially attractive in tile presentations are alcoves set up with panels of matched floor and wall tile in colors, also the popular white-wall work with jet-black base and cap or decorated strip. Equally effective and popular are the black bath accessories in such a room. The climax of any display undoubtedly is a bath in beautifully colored wall and ceiling, with colored fixtures to match, and the floor of corresponding or blending color in glazed ceramics or rich faience. Imagine the luxury of an exhilarating shower amid immaculate surroundings of soft-toned color effects, with perfect sanitation unquestioned, and over all an atmosphere of refreshing cleanliness.

Estimators for tile firms are no longer just making the rounds of contractors, chasing down subcontracts, but are utilizing that inbetween time in calling up friends and other leads which suggest themselves, soliciting the work of tiling a kitchen, putting in a tile bath, or replacing a porch or sun-room floor with everlasting tile. Even "cold canvassing" of the residential districts, including every type of residence valued at over twenty-five hundred dollars, is productive of additional business, especially bath installations, which in the long run are counted as the tile man's bread-and-butter work.

A mailing list of prospective builders and contractors and of those places of business where a tile floor and trim would be an asset, properly weeded out, is undoubtedly the surest way of inexpensively keeping your contact and telling your tile-story to the trade. Printed cards carrying a terse message, varied each month, are effective as mailing matter.

The follow-up to any expression of interest is naturally the personal call.

Much question has arisen as to the value of general advertising by tile contractors, especially in regard to newspaper runs. Probably less is accomplished in this form of advertising than in any other way, although some firms prefer to keep their ad going in the classified section and in those papers running a directory of business establishments. Far more good can be done by courting your known channels of trade with favors, such as rulers, advertising pencils (good quality, of course), blotters, calendars and the like, which tell your message directly and with results.

The successful bidder today on big work or small never fails to display signs on the premises of the job, telling the world who is doing the tile job. Persons in any way connected with the building game or contemplating any construction will closely scrutinize any new project in their view and naturally such signs register their story.

Surely no one can sell something which he does not have (unless we speak of the stock market). Every up-to-date tile organization which is after the business realizes the advantages of being known to carry an adequate stock of tile on hand. The architect usually specifies the tile he may know to be available in the locality. He soon learns his various contractors and sub-contractors, and the tile man cooperating with him gains a confidence that results often in direct business returns. General contractors invariably prefer to sublet work, often with a substantial preference to the tile dealer having material for the job and facilities for proper installation. A staple stock is easily a justifiable investment, and many warehouses are now carrying five to eight colors in wall tile as well as the fast-moving black trim and bath accessories.

Color is distinctly the order of the day. One can see on every hand the pronounced trend in every commodity, from women's apparel to automobiles, for color and more color. Even locomotives are being dressed up in shades of green and purple. There is psychology in the apparent fancy, as the effect of a bright-colored engine is remarkable in the power of arresting the attention, and incidentally the name of the enterprising railroad is stamped indelibly on the mind of the observer. A subtle impression of swiftness and smoothness registers on viewing one of these clean, well-kept machines that is contrary to previous convictions of a necessarily dirty, oily, clumsy engine required as an evil adjunct to all riding on railroads.

Designers of buildings have gladly succumbed to this infectious and wholesome vogue for gayer hues; warmer color effects and more brilliant decorative touches supplanting the drab, deadlike impressions prevalent in buildings of previous years.

How magically a few faience inserts or a tile-bordered doorway can brighten up a relatively plain stucco bungalow! And what is more attractive than a place of business radiating a cheerful, inviting atmosphere obtained from the liberal use of modern tile in flooring, wainscoting, and front-of-store bulkheads. We have seen storerooms rent at a premium when done over in tile.

In the home the demand for color can be answered with an endless variety of tone harmonies in tile for every room. Bath fixtures are now offered by the plumbing houses to

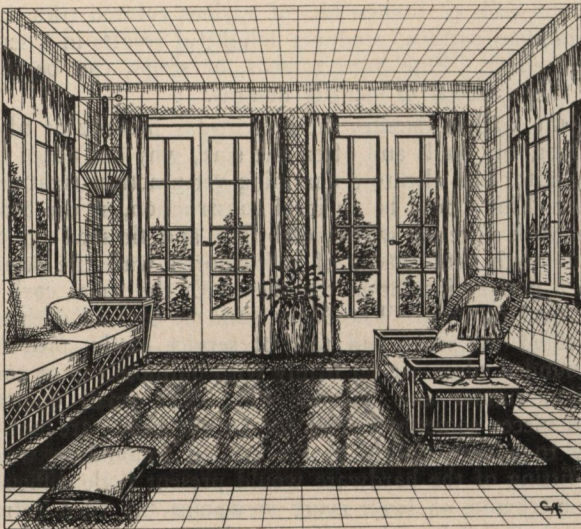
(Continued on page 19)

Living Conditions

Besides being comfortable, living conditions in the home should be sanitary and safe. Labor should be lightened, too. The work and worry of keeping a house in good order, clean and sanitary, are not light by any means. If a tired business man expects to go home and be met by a smiling, cheerful wife, the wife should not be a drudge, for no drudge can be smiling and cheerful. She may try to hide care from her husband, but her looks will belie her actions.

The work of keeping a home in a neat condition is much increased where there are children. They will track up the floor with their muddy shoes, leave the imprints of their grimy little hands on the walls and otherwise muss things up.

"I do believe," once said a lady, "that my children are the noisiest and—and—I hate to say it—the *dirtiest* youngsters living. I don't know how many times I have to scrub up after them, and the walls are a sight! It is enough to try the patience of a saint."



The Schilling Press

Incorporated

Printers of Quality

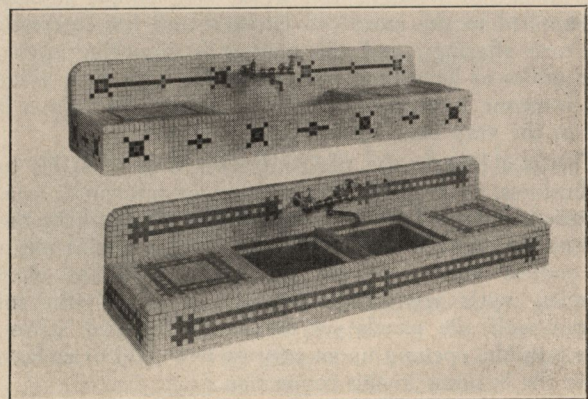
137-139 E. 25th Street - - New York

No. That woman's children were not worse than other children. They were normal youngsters, thoughtless about making work for their mother, as most little fellows are. The trouble with that lady was in the house trimmings, not in the children. Wallpaper was on the walls, that breeding-ground and happy home for germs and bugs. Of course it would be a sight in a little while. You can't mop off wallpaper. The only thing that can be done is to grin and bear the unsightliness of the soiled walls—or repaper them.

But what a sight of trouble would be saved in the first place if your walls were tiled. Suppose Johnny comes in after eating bread and jam. You can imagine the condition of his hands. He plunks one little hand on the wall and leaves a generous splotch of jam. If the wall is tiled all that has to be done is to run a wet cloth over the place and nobody would ever know that the jam had been on it. Try it with papered walls and see the difference.

But why stop at tiling the walls? Why not the floor in all rooms? You can't hurt tile with your shoes. It will last longer than you will or the house itself will. There will be no wood to become frayed at the cracks, with splinters standing up; no matting or carpet to catch dust and germs; no paint or varnish to be continually renewed; and the labor of keeping the floor clean will be reduced to the minimum—an item of no mean consideration to the housewife.

As for sanitation, there is nothing freer of harboring germs than is tile. It is to be taken for granted that the kitchen is tiled. The sink should also be of tile. But



Designed by C. Friderichsen

take a glance in almost any of the average homes. The commonest variety of sink used there is zinc lined. In many instances it will be found on examination that the zinc lining has parted company with the wood here and there, which allows the water to seep in to be absorbed by the wood, and the wood in a short time begins to mold and then rot.

(Continued on page 18)

Something New Under the Sun

A new note has been sounded in the development of the unusual in artistic equipment for the modern home. It is to be noted that a distinct vogue is arising throughout the country for a refreshingly new idea in table tops. The principal expression, so far, has been in utilizing the exquisite beauty of variegated colors of faience tiles, sprinkled with many small inserts, to attain an effect that is at once a delight to the eye as well as a most substantial and serviceable wearing surface for the popular davenport tables and other types of sun-room and living-room furniture.

The simplest construction, from the artisan's viewpoint, is the wrought-iron table with the iron top flanged up around all sides to form a shallow pan in which the setting-bed of cement is spread to retain the tile. The faience pieces are laid in such a manner as to produce the desired style effect, the possibilities being unlimited in combining tone colors and patterns. The distance between tiles establishes the grouting joint, which may be smoothly tooled or recessed, and of pure white or colored cement. One of the best selling designs has an outside row of three by three light green faience, with every other tile an insert of the same size to add a livening effect, the rounded edges of the handmade faience being allowed to rise up beyond the metal edge of the top, producing a smooth rounded finish to all sides. A row of four and a quarter by four and a quarter tiles through the center accentuates the length of the table and by modulating the colors to darker shades toward the center and adding two or three brilliant inserts in black and green a very artistic result is obtained. The thickness of the entire metal pan and tile slab can be held down to one inch if desired, which is equivalent to the usual thickness of a wood table top.

With such tables decorated in polychrome and other possible finishes of wrought-iron work, very unique additions are supplied to the more conventional and less interesting furniture offerings, and the market is absorbing such of these tables as have been put out so far with such avidity that someone is certain to cash in on this idea in a big way in the very near future.

This is a hint to the tile contractor who is on his toes for business, to keep his organization of mechanics intact, in those inevitable lulls between big jobs, by working them in the shop, in such intervals, on table tops of this nature. An endless variety of art work with brilliant glazed ceramics, with aristocratic faience, or even with soft-colored wall tile panels set off with decorated strips is made possible, opening up an entirely new field of endeavor in the tile business in this connection.

Small end tables, card tables and almost every flat-topped piece of furniture in the house are susceptible to treatment in an artistic manner distinctly removed from the orthodox, with the beautiful tiles being made today.

It is not taxing the imagination to visualize a marvelous tile cabinet for a radio set becoming popular, especially since tile is a perfect insulation electrically. The cabinet could be built about a form of metal lath which would serve as a shield to the radio waves, a construction almost universal in up-to-date receivers. This form would be stiffened by a skim coat of setting material with the tiles placed on this

coat by the buttering method of setting. A small window could be provided for the usual illuminated dial and the other controls which protrude through the panel could easily be allowed for also.

The fashion at this time is for radios of the electric type, in a single cabinet, mounted upon a wrought-iron stand, with the speaker sitting on a shelf below, the idea being that such an instrument will harmonize with the surroundings of any home into which it may go. With a beautifully designed and well-constructed cabinet of rich tiles substituted for the ordinary tin box so commonly used, and with a neatly tiled shelf below, a remarkable character of charming elegance could be given to this indispensable entertainment device of our day.

The top of the casual table in the tiled sun-room could not possibly be of any more suitable material than pleasing, cheerful tile. With surroundings, including richly colored draperies or flashy wicker furniture, the design of such a top could well be bright and gay in keeping with the general atmosphere of the room, or, if preferred, more somber in tone to serve as a balance of tone effects at the discretion of the user. "Ruble Random," consisting of odds and ends of broken bits of various colored tiles, laid in a random pattern, produces delightful results in a semi-mosaic effect. Fine brass screeds, or strips, can be used with this material to identify designs.

In the kitchen, besides the present-day practice of tiling the floor, the walls and often the sink, why not adapt the refrigerator box also to a charming yet practical treatment in tile? This would be an ideal construction, as the heavy framework covered with metal lath and finished on the outside with cool shades of soft-colored wall tile would form a perfect insulation together with the usual cork or other packing used. The doors could be covered with tile and stand the wear and tear of service easily, provided the rounded edges are set firmly with bullnose cap or combination runner and bullnose tile. The small quarter-round pieces sometimes used for corner beads are not so likely to adhere tightly to the cement foundation work. The fitting of the hardware would present little difficulty to a mechanic, so from every viewpoint the tiled refrigerator, both inside and out, is a project entirely feasible.

Large department and furniture stores would undoubtedly run a feature of tile-topped furniture, as they are always looking for the new and unusual in this line. Tile contractors who stock a display of andirons and fireplace equipment could add these tables to their offerings with remarkable results. Nothing could be more appropriate for the tile display room of any pretensions than a comfortable chair or two beside a beautifully tiled table with a vase of flowers and magazines of home subjects on it. This arrangement would serve to create that desirable "homey" impression, making it much easier for the customer, especially the lady customer, to visualize the tiled rooms of the new home from a showing of small samples.

One can readily see the possibilities of cashing in on this vogue. The artist familiar with clay modeling could create very distinctive designs and set the tile personally since the technique of setting is easily grasped. We have seen the tremendous fad for decorated and brightly lac-

quered furniture sweep the country recently, yet there is no comparison to the rare beauty and enduring permanence offered by tile, as it may be adapted to various uses in connection with our household articles.

It is possible for this vogue to be extended to the use of tile for desk tops. This would prove most serviceable as well as decorative. An office equipped with tile-topped desks of pleasing appearance would surely be an inviting place in which to do business. As for writing surface, practically all desks are equipped with the large blotters so customary everywhere nowadays, and concerning cigarettes that have ruined many a fine wood top and cracked as many glass tops, what possible damage could they do to kiln-fired tile?

It is really up to the progressive tile man to introduce the possibilities of tile in his community as suggested here, before some large organization gets behind this tremendous proposition and cleans up on a national distribution of such products and a consequent cornering of the market.

Tile and the Health Movement

(Continued from page 5)

they can eliminate 70% of their fire hazards by making a solid concrete floor. This with the basement forms a solid concrete box and is much better suited for laying tile on than the old method of chopping out the joists and filling in with concrete, as the joists often settle and cause unsightly cracks in the floor. Such a concrete floor costs very little more than the old wooden type.

Some people object to tile, saying it is cold. This is largely imagination. Stone, tile, plaster and concrete feel cold because they are good conductors and they rapidly conduct the heat from your fingers and so feel cold.

Pick up a piece of wood, cork or cloth that has lain on the tile floor for hours, hold it in your hand and lay the other hand on the tile floor. The floor feels slightly colder, but as a matter of fact it is of the same temperature as the other article. Insulated as the feet are by the sole and rubber heel, there should be no objection to tile, unless one wishes to go around the house barefooted, and then any floor would feel cold to the feet.

We seem finally to be getting away from the idea that all tile must be white, or of a light shade, compelling frequent cleanings to preserve sightliness. This is all right in public institutions, but not suited to the home, where the floors should be dark to harmonize with the furniture and rugs. Many beautiful color schemes are being shown in sun-rooms and living-rooms, and it may not be long before the modern home will have tile floors rivaling the wonderful mosaics of ancient Rome and Carthage.

When you go to build remember that tile is more durable than any other building material and that it is safe from fire and the harboring of germs, really cheaper in the end, because the first cost is the last cost, then install Empire tile throughout the house.

Il Modo di Salvaguardare la Salute

Tradotto da Frank Machera

Scritta da C. A. JENSEN

Considerando attentamente la sempre crescente necessità di salvaguardare la salute pubblica eliminando quelle malattie infettive che si sviluppano principalmente in abitazioni malsane, mi sono convinto che il rimedio possa trovarsi solo ed a buon prezzo nell'uso del Tile.

L'importanza di paralizzare in tempo lo sprigionarsi delle infezioni e' continuamente predicata da insigni dottori in giornali riviste ed opuscoli, ma mentre il pubblico in generale crede che insetti e microbi si distruggano ion acqua bollente o con insetticidi, negli ospedali, nei refettori, nelle scuole troviamo invece riconosciuto da tempo come unico rimedio l'uso del Tile.

Nel Giappone, paese di civiltà antica e di educazione moderna, noi osserviamo che l'addove solamente le residenze signorili erano una volta protette da pavimenti di Tile a disegni armonizzanti con lo stile dei tempi, oggi tanto le case delle classi ricche quanto quelle delle classi medie si giovano della medesima protezione. E' facile vedere quali siano i vantaggi di un tale sistema se si considera che i pavimenti e le pareti di Tile non marciscono, non s'ingrassano, non hanno bisogno di continue riverniciature e riparazioni come il legno e la carta.

Ai critici teorici che sostengono che il Tile stanca i piedi potremmo rispondere che il prezzo di un Rubber Mat e' alla portata di tutti.

Noi Italiani dovremmo rammentarci un po' dei nostri mattoni e delle nostre mattonelle, della eleganza delle sale pavimentate di marmo, dei mosaici dell'antica Roma, ed allora ci convinceremmo del benessere sanitario e della signorile quiete conferite dal Tile alle abitazioni moderne.

Non vi pare miei lettori che io abbia ragione?

Selling Real Estate by Airplane

An enterprising real estate firm of New York has to its credit the first sale of real estate by airplane in this section of the country.

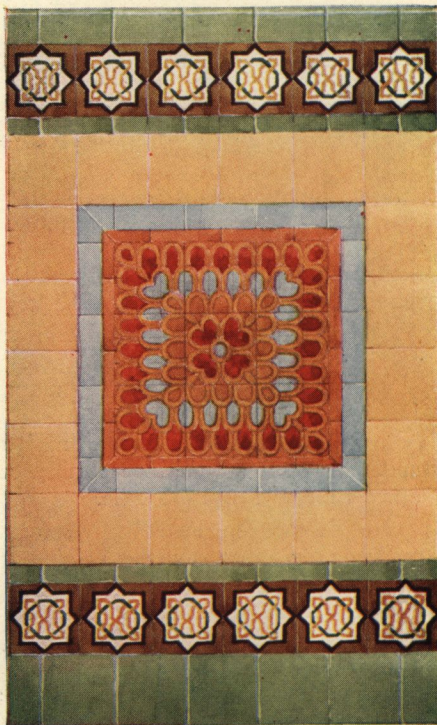
Messrs. Brady, Cryan & Colleran, developers of Masapequa Park, L. I., took a prospect to the grounds in a 25-minute flight. The prospect became so enthusiastic that he wrote a check at once, closing the deal.

Airplanes may take the place of autos in carrying prospects to view property, but when the novelty wears off, will this mode of transportation serve to arouse the enthusiasm as it did in this case?

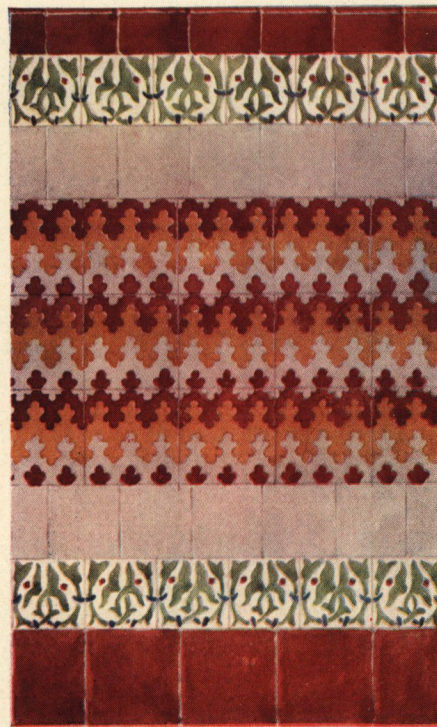
Willie—"Pa, what's a parasite?"

His Pa—"A parasite, my son, is a man who walks through a revolving door without his share of pushing."
—Goblin.

A FEW OF THE BEAUTIFUL DESIGNS IN SPANISH T
One of the largest tile manu



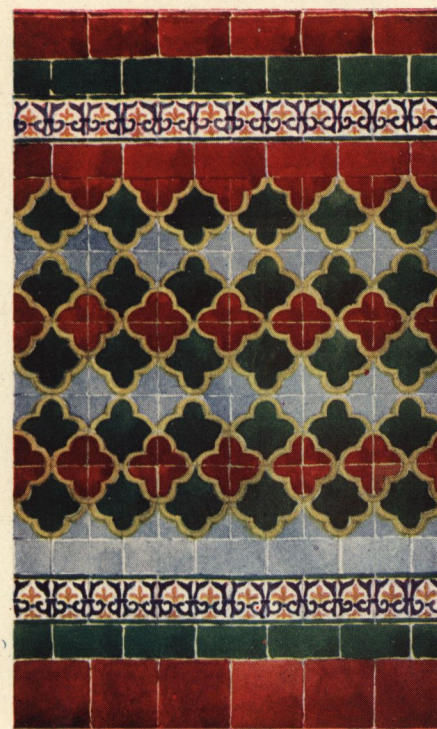
S-1. Copyright, 1929



S-3. Copyright, 1929



S-2. Copyright, 1929



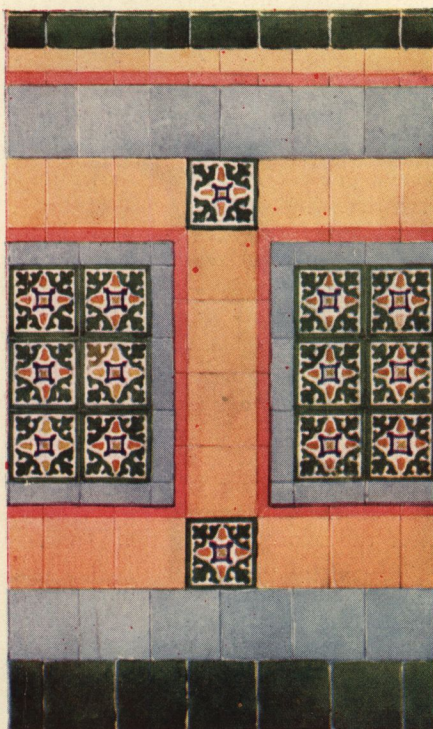
S-4. Copyright, 1929

EMPIRE FLOOR & WALL TILE CO., I
 ZANESVILLE, OHIO — Fa

LE made by the EMPIRE FLOOR & WALL TILE CO., Inc.
 acturing concerns in the world



S-5. Copyright, 1929



S-7. Copyright, 1929



S-6. Copyright, 1929



S-8. Copyright, 1929

ic., 507 West 33rd Street, New York City
 tories — METUCHEN, N. J.

Perry's Page

In Which Topics of Much Interest Are Discussed

A Thought or Two on Grouting

Why do some tile-setters put out work that shows up well at first and later has the white cement grouting turn dark in spots? Every contractor knows this answer, but the thing keeps happening often, just the same.

We cannot say if all setters are familiar with the cause, or not, as it would probably never occur if they were.

The usual practice in grouting is to permit the job to set up well before going over the joints with a brush dipped into pure cement grout. On most work in baths, white cement is used, and if applied too soon usually turns gray or brown in a short while. This is because the joints were not cleaned properly by the helper washing off the tile, and a certain amount of the dark cement used in the setting bed remained near the surface of the tile. Naturally, if white cement is used to fill the crevices, it will be contaminated by the gray cement through the affinity between the two, and unless the gray is firmly set it will stain through the white and result in discolored, spotty-finished joints. To remedy this trouble means that the joint must be scraped out again with a chisel and then regouted, which is additional labor cost.

Again, a mix of white cement is often made for a small area, in a bucket, and a careless mixer may use a bucket not well cleaned, after having contained gray cement mortar. Naturally, the trowel scrapes a few bits of dark cement into the white in mixing, which would not show until applied and set up. Then a good cussing is in order, especially if the architect objects to the work.

We cannot help but wonder why so little advantage is taken of the remarkable effectiveness of colored grouting in tile work. It is true that faience and some floor tiles are often set joints colored to harmonize or contrast with the tile color, but there is yet a large field of additional decorative possibilities open to those who would give a thought to colors in the joints.

Sooner or later most white cement gets dark, either from age or dirt, so why not anticipate this by using lamp black in the grouting and start off with a distinctive black-joint job? A dab of yellow ochre or other pigment distinguishes the color of the cement and adds to the beauty of the tile, if well chosen.

While on the subject it is fitting to observe that no real tile man ever uses acid in cleaning colored tiles in faience or colored wall. Muriatic acid will do more damage than good around a tile job, with the exception of vitreous floor tiles. This acid will dissolve cement, as is well known, and certain colors in glazes can be dulled by contact with even a weak solution. Bathtubs are ruined by careless slopping of acid, as a drop or two pattering through a minute enamel crack will spread and discolor, eventually raising a blister that spoils the tub.

Many a first-class tile installation is first-class greatly because of the contractor's recognition of the value of smooth grouting work, particularly in string joint and spaced-tile work. Flints and quarries permit such wide

joints that this feature must be handled carefully, or the job is from mediocre to bad.

Some setters prefer to oil shale tile before grouting, so a minimum of cement gets into the hair-line cracks common to the average quarry tile. Some so-called flints are laid only to come up again, if they prove to be the common cement imitation, which discolors and to some extent dissolves when cleaned with strong acid. The grouting may be made quite smooth if troweled a bit while cleaning.

We might go on and on discussing various phases of grouting effects, but our chief desire is to advise less promiscuous use of acid by handling the work in such manner that it requires a minimum of final cleaning and to suggest the sensible and effective use of more variety in colors for the joints.

A Consensus of Opinion

It seems remarkable that architects and builders are universally agreed on one thing at last; namely, that tile in the modern home represents a greater showing for the money than any other feature of building construction.

The backers of subdivision projects have long realized the effectiveness of liberal tile use in homes constructed for the market, and have promoted in a large measure the present-day appreciation of colored tile baths. They have also incorporated the decorative qualities of tile in hallways, sun-parlors and kitchens, cashing in on the irresistible appeal of beauty and cleanliness always associated with tile in the layman's mind.

The most impressive general features of a home from a study of these characteristics which get to a customer's heart and sub-conscious response, seem to be the attractiveness of the bath first, and secondly probably the character of the roof. After a consideration of the interior design, the homelike atmosphere and the intimate details that mean so much when one has to live a long time in a house, the next thought is the size-up of the exterior appearance, its ability to excite pride of ownership, the distinctiveness of architectural lines and, particularly, the character of the roof.

This is a point that seems to subordinate other outdoor impressions of a house. The roof of tile is always substantial and most durable. A rolled edge effect is quite distinctive and besides which no single feature compares, in the average residence architecture.

Thirdly, in character and atmosphere, are probably the invitation and hospitality of the front entrance. A richly bordered doorway adorned in faience tile radiates a warmth of welcome, a charm of dignity and a character of ample substantiality that one cannot deny.

We come back inevitably to the desirability and actual necessity of soft-tinted tile in the baths. Few houses of average type are built now-a-days with less than two baths. The master's room must be adjacent to a model of attractive and inviting bath cleanliness. The guests' bath must be equally inviting, even if more conventional. Only

(Continued on page 17)

Talking It Over

(This page is open to readers at all times for the expression of opinions on articles appearing in the magazine or on other subjects. We will, however, not be responsible for opinions or views expressed. ED.)

Unfair Competition

To Editor TILE TALK:

In a recent article in TILE TALK reference was made to keen competition by a writer who said "Price is the deciding factor in all cases."

To bear out this I have compiled some facts which will show the unfairness of that method and the danger of continuing it.

Some tile contractors in estimating use the unit system altogether, one unit for a small job, and lowering it as the size of the job increases, so that if the job is large enough, on the basis of lowering the unit, the job could be done for nothing. The theory of lower cost per unit on large spaces is all right, but I think that if costs are used instead of units on big jobs, one of the greatest estimating evils will be eliminated and thousands of dollars saved to the tile contractor.

In a certain city below the Mason-Dixon line, having a population of about 150 thousand (half colored), every one of the six tile contractors now in it has gone "broke" at some time or other. Each failure has thrown thousands of dollars' worth of tile, good, bad, and indifferent, on the market at fabulously low (bankruptcy auction) prices. Two of the largest of these failures occurred within the last eighteen months and two smaller ones occurred less than a year previous. One can readily see at a glance how the market in that vicinity must be demoralized in the mad scramble for a foothold.

Among the six tile contractors mentioned is one who is impractical and has no financial responsibility, no office, no warehouse or showroom. And of course no overhead. This is of course permissible, but how can such a concern show samples of installations and give service?

I will explain how. First he gets the prospect or customer to go to his legitimate competitors' showroom and select exactly what he likes and get a sample of the color if possible. Then he estimates in competition for the job, and having no overhead is in a position to give a lower quotation and win the job on PRICE. Then after the job gets under way and the irresponsible contractor finds he has run out of material, or has broken some, he buys a small quantity to complete the job from the legitimate contractor, and gives service.

But that is not the last of the job because the irresponsible contractor, being impractical, is often imposed upon by both dealer and workmen, both of whom know his shortcomings and neither valuing his business. The danger with labor is made greater by the irresponsible contractor having taken the job cheap, trying to keep down his labor cost by employing helpers to do mechanics' work or cheap mechanics who work under the scale. This practice often results in a poor job, hurting the tile industry.

Of course this cannot go on indefinitely, as one of the following things must sooner or later happen to the irresponsible contractor without knowledge or overhead:

1. He will take on too much work to complete without

overhead, and since it is figured accordingly he cannot afford the overhead. In other words, he cannot afford it and cannot afford to carry on without it either.

2. The cheap labor that has been promised advancement when it reached A1 performance will realize that there is no chance of fulfilment of that promise, as the job was taken on the basis of cheapness and will quit, forcing wages upon the boss that he cannot afford to pay.

3. A bad debt must occur sooner or later, no matter how careful one is and the result will be another bankruptcy and more cheap material on the market.

Another evil is the contractor who buys on credit and gets a manufacturer "sewed up" financially, placing the manufacturer in a position where he must accept a little at a time or close up the contractor and get practically nothing. When this condition arises the contractor takes the job cheap and liquidates this material for anything he can get, giving the manufacturer little at a time (very little) and the creditor must grin and bear it. Then in these days of keen competition, along comes another manufacturer who thinks that everything must be all right or the first manufacturer would take action. The second one solicits this same contractor's business and gets it. Little at first, and getting paid, he gets bolder and extends more credit until he too is involved. This method continues until several manufacturers, becoming involved, get their heads together and decide to call a halt. Then the contractor files a petition in bankruptcy and we have some more cheap material on our market.

Now I have diagnosed the case and discovered the disease or reason for the keen, unfair competition if "Price is to be the Deciding Factor alone." But what about the remedy?

My prescription is for the builder or general contractor in estimating to use only the estimate of such sub-contractor as he knows is responsible and has a bona fide place of business, with enough interest at stake to back up the estimate and the work that might culminate out of it. Not as done at present; when the low estimate is used regardless and when the job is let, the responsible contractor is placed in a position where he must meet the estimate of an irresponsible competitor or lose the business. He cannot afford to do either.

The owner and architect can do their part by enforcing the specification clause referring to all sub-contractors being approved by them before being employed.

The responsible contractor and sub-contractor is the only guarantee that the contract will be successfully completed for the contract price. Many a job has been taken by an irresponsible concern which drew every dollar they could at the first opportunity, when they realized they would lose money if they completed the job, and then quit, there and then, to let someone else complete it, costing somebody besides themselves a loss.

The pitfalls and reasons for unfair competition are so numerous that it behooves the writer to point out some of them in hopes that this danger signal will be heeded:

(Continued on page 16)

Unfair Competition

(Continued from page 15)

1. Poor tile installations caused by poor grade of material, brought about by manufacturers recognizing the contractor's ignorance and irresponsibility, and not valuing his business.

2. Poor tile installations caused by cheap labor, incompetent, or it would not be cheap. To make matters worse it recognizes the contractor's impracticability and takes advantage of it.

3. One of the financial pitfalls has been mentioned in a previous paragraph, but another is the danger of lien brought about by an irresponsible contractor not paying his bills and his creditor attaching the job to secure payment.

In conclusion, the writer feels that it is as important to purchase tile installations as carefully as any other commodity that the average layman knows little or nothing about, and the best way to do that is to select a responsible conscientious tile contractor, who has a legitimate place of business with facilities for proper selection of materials and sufficient stock on hand to assure service.

—Joseph L. Hubel

Shower Curtains

A new accessory to the bathroom has appeared in the shape of a waterproof shower curtain in colors to harmonize with the rest of the room.

These curtains are made of a variety of materials. They come in two styles: The single-coated, waterproofed, of cretonne, Jap silk, moire silk, sateen, and crepe silk; the double-coated, waterproofed on both sides and of strong especially woven fabric.

Special curtains may be obtained of any design and color desired.

Tile the floor of your living-room and avoid repainting, revarnishing and replacing boards. Use Empire tile.

P. CAMPIGLIA, Mgr.

Phone—Spring 9783

New York Trucking Co.

Auto Truck Service

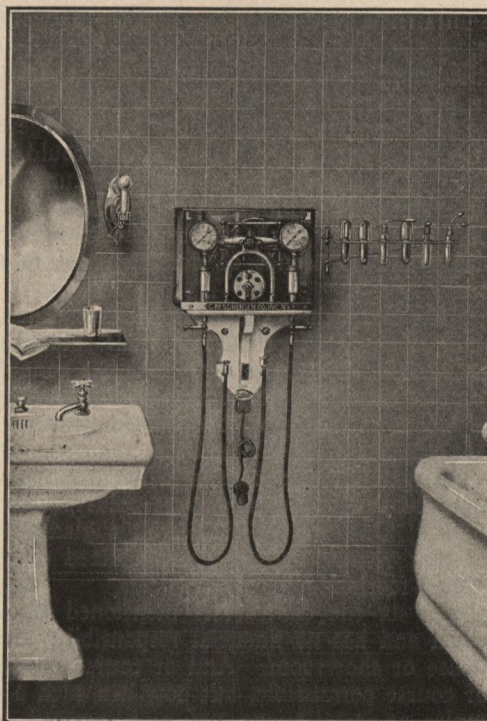
**EXCLUSIVE TO TILE
TRADE**

PROMPT, EFFICIENT SERVICE

22 MORTON ST. Cor. SEVENTH AVE.

Have your kitchen sink tiled. That will make it perfectly sanitary. Use Empire tile.

The Bath-O-Mizer for HOME, HEALTH AND SANITATION



An economical electric machine supplying instantly air pressure or suction. Finely atomized spray or vacuum massage. It permits of spraying the nose, mouth and teeth and passages of the head with germ-destroying solutions, relieving colds, influenza, hay fever, catarrh, etc. Should be in every home.

Sold only by the manufacturer

C. M. SORENSEN CO., INC.
444 Jackson Ave., Long Island City, N. Y.

Modern Decoration in the Home

By JAMES S. SCOTT

The influence of modern taste upon the decorative and industrial arts cannot have escaped anyone who deals in the important matter of homes and home building. This influence has been crystallized to a large extent in dress, stage effects, photography, electricity and pictorial illustration. But home decoration is only recently coming into its own. Brilliant colors are now used in every conceivable place, once and for all exploding the fallacy that vivid coloring is not in good taste and that the properly decorated room should be neutral in tone. Decorative effects in the home are more daring than ever. Part of this has been occasioned, in a great measure, by the American flair for travel; and part of it has been due as a natural outlet of the repression that the American home owner has permitted himself to suffer in his interior and exterior decorative efforts for several years past. Perhaps part of this color manifestation has been due to the European modistes, who, garbed in costumes that defy one's wildest dreams, year after year set the styles for our American women. And the transition of color from dress to the home was natural and easy.

The dull wall, the colorless decorative scheme and all the evidence of the "age of gloom" are doomed. Purer color and more individuality in decoration will naturally follow. Already this has been indicated in the increased and increasing number of homes freely using tile. The flexibility of this medium adapts itself peculiarly both to color effects and individuality in technique. Much has been said about the practical aspects of tile and too little about its aesthetic qualities. The fact that tile is sanitary, that it is easily cleaned, and that it protects is very important and absolutely true—but after all it is a beautifier.

Pure brilliant color effects in as many different tones as one wishes, and with a sheen and sparkle—this is the contribution of tile to the home. Prominent decorators have long made use of the variety and flexibility of this medium. The true interior decorator uses tile for his color schemes after the manner of the true artist that he is with the walls and floors as his canvases.

One of the greatest necessities in the decorative scheme of the home is that of individuality. Unless the mediums themselves are flexible—unless they lend themselves to individual handling—the breathing decorative innovations of today will be bromides tomorrow—as uninteresting then as the chromos and whatnots of the last generation are now.

Architecture, fortunately, is flexible, as are design and patterns, when those in charge get rid of the authority of the dogmatic rulings of custom. Design and decoration are throwing off their shackles. Color, as important in decoration as design, must not be stereotyped.

In using tile for any of the multi-color wall finishes and floor schemes, or for any decorative purpose, no two "jobs" are identical. Each has its personality. This is because tile

is a flexible, not a staid, medium. Its possibilities in decoration have scarcely been touched. They are fathoms deep, waiting to be "discovered" by those whose ingenuity and skill are making for better and more beautiful homes.

This progress of beautifying the decorative scheme in the home will go on because tile is the natural medium and can adapt itself to any demands made upon it in the way of tonal effects. It will go on because the American demands that every phase of his natural manifestation and penchant for color keep abreast of every other phase, whether it be in clothes, jewelry, motor cars, pictures, electricity or theatrical effects. And since all other lines of endeavor are smoothly functioning to effect great progress, it is quite reasonable to assume that tile will greatly enhance and develop the decorative scheme in the home.

Perry's Page

(Continued from page 14)

by careful planning and thought of the hospitality due our guests can we develop that close circle of intimate friends which means more in life than great riches or fame.

These considerations are uppermost in the home buyer's mind, as well as the builder's, and directly influence the investment appeal of property. Certainly it is that architects do not fail to appreciate these factors in their daily contact with clients, and it is gratifying to know that their consensus of opinion places tile as the outstanding item in creating these subtle impressions of real value. The dollar invested in tile is representing the utmost in returns compared to any other single feature of building construction or decoration.

Please the kiddies; use decorative panels in Nursery Rimes on the walls of their rooms. Empire designs are varied and beautiful.

THEO S. WOOD

*Certified
Public Accountant*

**3522 Grand Central Terminal
New York**

*Practice before the
United States Board of Tax Appeals*

TELEPHONE Vanderbilt 2929

MOLE HOUR TALKS

There comes a time during the day when the tension relaxes; a sort of off hour, that time. It comes in large offices and in small ones. Now, my office is no exception to this rule, and when this time comes around, which is usually the lunch hour, I relax, and like a spider in his web waiting for the fly, I wait for some visitor to drop in. I have them from all walks of life and I encourage them to talk, for through their talking and my listening, I glean a bit of knowledge here and there.

Occasionally my friend the Busy Business Man drops in to see me and have a chat. He is not like the typical business man at all; he is rather chubby, with a round, cherubic, rosy face and kindly twinkling eyes and looks more like a man of the cloth. However, notwithstanding that his eyes twinkle, there is a shrewdness in their depths and they keep a sharp lookout on life and Business—with a capital B.

On one of his recent visits, we fell to discussing employees, their necessary qualifications, etc.

"And what," I asked B. B. M., to start the ball rolling, "what would you consider the prime requisites of the employee—say the office help?"

"Well, of the many requisites I'd put along near the top of the list, Integrity; and that applies to the least of the help, from the office boy up. Without integrity, in all the word implies, a man is no good—or a woman either."

"Well, but suppose he does not handle money or other things of value?" I objected, more to draw him out than anything else.

"Makes no difference if he doesn't handle so much as a pin, without integrity, that honesty and uprightness of character that makes the man a *man*, he won't do. Why, man alive! even the office boy might have the chance to hurt the firm by blabbing something, or worse, selling it out.

"You know an employer has to trust his help," he went on, "and sometimes to a great extent. Naturally so. It is no new thing, nor is it rare enough, for an employee to sell some secret to a competitor that might even ruin his firm. Such things have been done, and I believe that some states have statutes making an offense like that punishable by fine and imprisonment—and all of 'em ought to have.

"The man who will take his salary with one hand and betray the firm that pays it with the other is a pretty low-down sort of somebody. But holding inviolable by the employee the secrets of his firm should not be confined to the term of employment. Such secrets should be held sacred even after the man or woman has left the firm's service.

"It is too easy for a firm to lure away an employee from a competitor for the purpose of getting the competitor's secrets. There was a case recently, in Illinois, I think, where a steel company hired away a man from a competitor for the purpose of learning the competitor's secret

processes, methods of manufacture, inventory costs, sales costs, etc.

"The injured steel company sued out an injunction against the former employee, forbidding him to give information concerning his former firm, and the injunction was upheld, the Court ruling that business secrets learned during employment are confidential communications and not to be divulged.

"So, you may readily see that taking money out of the till is not the only form of dishonesty an employee may commit."

As my friend B. B. M. finished speaking, he got up and started for the door.

"Here, hold on!" I cried. "You haven't got started. There are lots I want to ask you yet—"

"There always is," he answered and walked out, grinning.

But I'll get him next time.

Living Conditions

(Continued from page 9)

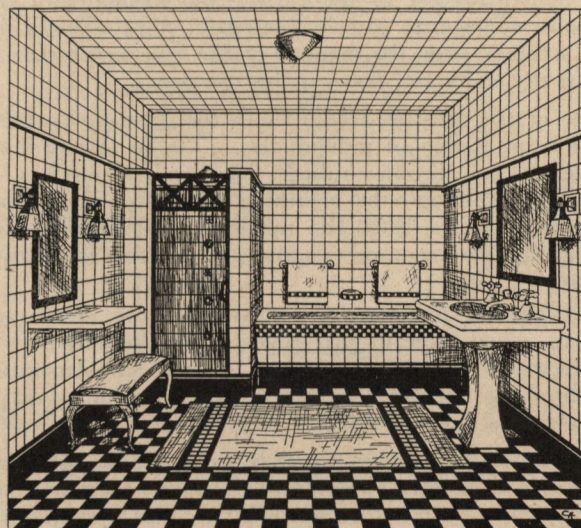
Then there is the enameled sink. This may be all right for a while, but even the enamel will deteriorate with time. It will crack, and cracks, especially damp ones, are breeding-places for germs.

The sink should be kept perfectly clean and sanitary, and there is no material manufactured that can equal tile for sanitation and it is the most easily kept in a clean and sweet condition.

The uses of tile are innumerable. Walls, floors, ceilings, are better tiled; porches, front walks—even the exterior of buildings could be tiled and would be much improved in appearance and most certainly much safer from fire.

Bear in mind that the old idea that tile is expensive has been exploded. The reason for this is that the first cost of tile is the last cost, there is not the upkeep in the shape of repapering, repainting, replastering and a dozen other "re's."

Can't afford to use tile? Why, you can't afford *not* to use it!



SELLING THE STORY OF TILE TODAY

(Continued from page 8)

match all the popular wall-tile colors and the modern bathroom is truly an inviting abode of cleanliness, surpassing the famed baths of ancient Rome in its splendor and appointments.

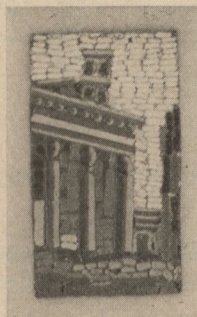
With a product of such possibilities, possibilities that have been dormant and overlooked for years, it behooves each and every one of us connected with the tile business to exploit our product to the limit. The demand nationally is growing by leaps and bounds for more tile in every building, and this means more work and better business for the wide-awake contractors who use up-to-date advertising and merchandising methods in marketing their wares.

Decorate your place of business on the outside with brilliant splashes of colored tiles. Maintain a creditable display-room with a sample bathroom set up, if possible. Clean up your warehouse and carry plenty of stock against increased business which is bound to follow your efforts. Obtain leads for tile business the same as other merchants and follow them up closely. You will find the law of averages high on sales, or rather on contracts, per lead in this game.

A Curiosity in Mosaic

Mr. J. H. McLaughlin, of the Royal Typewriter Co., is the owner of a peculiar stickpin, a curio he purchased from a collector of odd jewelry some time ago.

The setting, surrounded by turquoise, represents the Parthenon of Athens, as viewed from the northwest, and contains 200 pieces in imitation of tile, which can be easily distinguished in the enlarged reproduction shown here, enlarged three times.



It will be remembered by those familiar with ancient history that the Parthenon was built under the supervision of Phidias, during the administration of Pericles and dedicated in the year 438 B. C.

There is no telling how old this pin is and it is a pity that Mr. McLaughlin is not familiar with its history, as there is little doubt it would prove of interest. At any rate, it must have taken a vast amount of patience to insert those 200 pieces of miniature tiles.

WHAT PRICE STRIKES?

Compiled by the Bureau of Labor Statistics

YEAR AND MONTH	NUMBER OF DISPUTES		NUMBER OF WORKERS INVOLVED IN DISPUTES		Number man days lost during month
	Beginning in month	In effect at end of month	Beginning in month	In effect at end of month	
January, 1927.....	37	18	5,915	2,287	58,125
February, 1927.....	65	45	9,756	5,717	115,229
March, 1927.....	74	67	13,142	8,182	214,283
April, 1927.....	87	88	202,406	199,701	5,265,420
May, 1927.....	107	116	22,245	200,702	5,136,006
June, 1927.....	80	88	15,957	196,323	4,863,345
July, 1927.....	65	63	33,994	199,287	5,308,123
August, 1927.....	57	53	8,150	198,444	4,999,751
September, 1927.....	57	58	12,282	196,829	4,945,702
October, 1927.....	50	58	13,024	82,095	2,724,117
November, 1927.....	27	51	5,282	82,607	2,040,140
December, 1927.....	28	54	4,281	91,229	2,129,153
January, 1928.....	43	62	18,263	81,676	2,135,092
February, 1928.....	47	61	33,602	104,883	2,155,559
March, 1928.....	34	63	7,145	78,362	2,343,415
April, 1928.....	62	70	143,834	134,382	4,884,430
May, 1928.....	72	74	15,138	136,094	3,526,608
June, 1928.....	40	64	20,941	134,406	3,580,719
July, 1928.....	53	60	17,232	134,102	3,365,803
August, 1928*.....	52	67	8,579	130,853	3,610,333
September, 1928*.....	34	59	8,268	100,461	2,651,055

*Preliminary figures subject to revision.

THE BRIGHT SIDE

Help Needed

"And your husband has a prosperous business, I suppose?"

"Oh, yes, he is taking in a lot of money. Only last night he told me a receiver was to be appointed to assist him."—*The Outlook*.

Mama—Johnny, I wish you'd be a good little boy.

Johnny—I'll be good for a nickel.

Mama—The idea. Why can't you be like your father, good for nothing?—*Clipped*.

Donald, who was very fond of a dram, and sometimes took too much, met his minister one morning, who hailed him:

"Good morning, Donald. I was greatly surprised and delighted to see you at the prayer meeting on Wednesday."

"So that's where I was!" replied Donald.—*Commonwealth*.

How Careless

"Yes, I used to be in politics myself. I was dog-catcher in my town for two years, but finally lost my job."

"What was the matter—change of mayors?"

"Nope. I finally caught the dog."—*American Boy*.

They Landed

Prospective Employer—Why did you leave your last place?

Chauffeur—My guv'nor and his wife fell out, sir.

Employer—Fell out?

Chauffeur—Well, if you must know, sir, they fell out of the car.—*London Opinion*.

Bridget (weeping)—"Someone told my Pat that he could get his pants pressed by allowing a steam roller to run over them."

"Well, what of it?"

"Pat forgot to take his pants off."—*Wit*.

"Did you know that Pharaoh's daughter was in the dairy business?"

"No; was she?"

"Well, the Bible says she got a prophet out of the water."—*The Sample Case*.

Young American

"Has your baby learned to walk yet?"

"Heavens, no! Why, he's just learning to drive the car."—*Kansas City Star*.

Useful

"I just heard an awful story about your husband."

"Tell me. I need a new dress."—*Good Hardware*.

"Return to school I much enjoy!"

Said little Johnny Blatt.

The teacher smiled and said, "Dear boy, You'll make a diplomat."—*Clipped*.

Have a Bite

Healthy white woman for cooking.—*Ad in Arizona Star*.

Rube—What do you think about this here Evolution?

Yokel—It's a good idea—but can they enforce it?—*Life*.

"Do motor cars make us lazy?" asks a writer.

Not if we are pedestrians.—*London Opinion*.

Unfortunate Fido

Then there's the absent-minded society woman who kissed her husband and cussed her poodle.—*Clipped*.

"Why do you laugh so loudly at the comic pictures? Are you really amused?"

"No. I am only trying to get my money's worth."—*Washington Star*.

With a smothered curse, the man turned and faced his wife.

"I am sorry," he said, "but I cannot do it—goodness knows, I have tried my best, but I admit that I am beaten."

"Shame on you," cried his wife, "to think that after all these years of training your father gave you, you should fail at a task like this; no wonder you cannot make a success at your trade."

"But I have made a success—quite a success," pleaded the man; "never a week have you wanted for anything, but I am man enough to admit when I am beaten."

"Very well," replied his wife, "if you cannot do it, let me have a try and all I can say is it is time you found another job."

Whereat the burglar's wife picked up the jimmy and proceeded to open a tin of sardines.—*Passing Show*.

"A house for 25 pounds down and balance weekly. Why pay rest?"—*Adv. in Suburban Paper*.

We sincerely hope this generous attitude will be taken up by the furniture firms.—*Humorist* (London).

Customer—Is the cashier in?

Clerk—Yes, he's in—South America.

Customer—Is the proprietor in?

Clerk—No; he's out—\$25,000.—*Pathfinder*.

Visitor—Is this a good place for rheumatism?

Native—Yes, I got mine here.—*Pathfinder*.

Janitor—There is no service in the church today.

Lady—That does not matter. I only came in to get warm.—*Charleroi Moustique*.

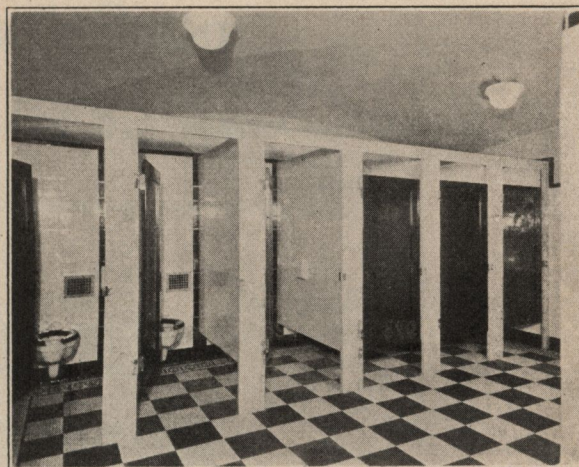
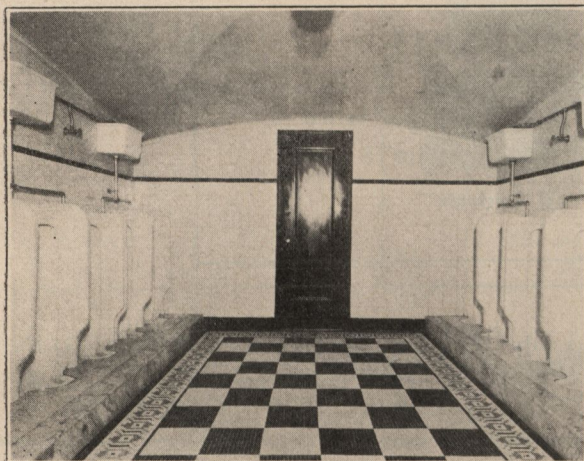
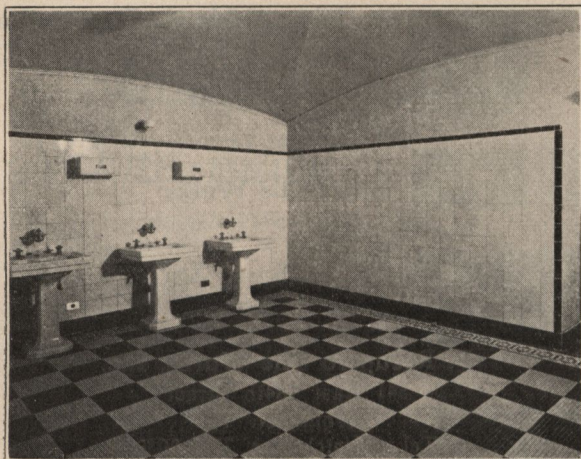
Customer—Last time you refused to sell me arsenic. Now I have brought you my rats and you can poison them yourself.—*Paris Petit*.

Large Buildings Use Empire Tile

One of the largest theatres in the New England States, Loew's, at Providence, R. I., has just been completed. The tile in this building was furnished by the Empire Floor & Wall Tile Co., Inc., and installed by the Galassi Marble & Slate Co., Inc., one of the most progressive firms of tile contractors in the East. They have a branch in Carrarra, Italy; their office and factory here is at 48-54 Oxford Street, Providence, R. I. Their personnel consists of T. V. Galassi, Pres. and Treas.; T. Vece, manager; Miss G. M. Black and F. W. McGurk, bookkeepers; V. M. Galassi, outside foreman; C. F. Smith, estimator, marble; Jos. Mazzuchelli, shop foreman, and L. Mazzuchelli, tile estimator.

This firm has recently finished and has in process of finishing a number of other large contracts, all using Empire tile, among them being, New Industrial Trust Company, Providence, R. I.; Rhode Island Hospital Trust Building, Providence, R. I.; Session Street, Jr., High School, Providence, R. I.; Dormitory, State Normal School, New Britain, Conn.

Some views are shown here of the tile work in the theatre.



Willow Chips

Mr. John W. Heisman, a football coach, says that thousands of spectators buy the newspapers the morning after the football game to find out what happened.

Willow Willow

Millions of them buy the newspapers the morning after the election to find out what happened.

Willow Willow

And half of them spend the rest of the day explaining why.

Willow Willow

And nobody knows.

Willow Willow

Our two major political parties showed great courage in inserting planks in their platforms calling for law enforcement, considering the fact that a great number of voters drive automobiles.

Willow Willow

If a majority of the people sincerely believed in the enforcement of all laws, there would be no talk about it.

Willow Willow

Never heard the suggestion that Congress should pass a law requiring people to wear shoes.

Willow Willow

Our trouble is that most of us believe in the enforcement of all laws that do not interfere with our own actions.

Willow Willow

Another is that most of us cannot be convinced that whatever may be written into the statutes is sacred.

Willow Willow

All the people may be fooled sometimes—and so may all the legislators.

Willow Willow

And the people know it.

Willow Willow

If the legislators were all big enough to admit it, so many errors would not have to stand until another generation.

Willow Willow

Oh, well, if everyone were perfect like ourselves life would be distressingly monotonous.

Jim Willow

Directory of Tile Contractors

Michele Albanese
587 Morris Avenue
Bronx, N. Y.
Tel. Mott Haven 1839

Sam Basile
975 East 226th Street
Bronx, N. Y.
Tel. Olinville 1168

Harry P. Bierach
Tile and Marble
425 East 154th Street
Bronx, N. Y.
Tel. Melrose 1333

Michael Cappola
126 New Spruce Street
Stamford, Conn.
Tel. Stamford 4194

M. Costantini & Son
Tile and Marble
251 East 204th Street
Bronx, N. Y.
Tel. Sedgwick 6936

Robert Franz & Co.
Tile and Marble
853 East 228th Street
Bronx, N. Y.
Tel. Olinville 0402

Lehigh Tile Contracting Corp.
990 Arnow Avenue
Bronx, N. Y.
Tel. Olinville 6228

S. Lechner
Tiling Contractor
1332 Findlay Avenue
Bronx, N. Y.
Tel. Bingham 1481

E. Massino
Tile and Marble
1902 Tomlinson Avenue
Bronx, N. Y.
Tel. Talmadge 2009

Metropolitan Tile & Marble Co.
Decorative Ceramics, Tile and Marble Terrace Work
1850 Eastchester Road
Bronx, N. Y.
Tel. Westchester 3442

Pompei Tile Works
2057 Westchester Avenue
Bronx, N. Y.
Tel. Westchester 9650

F. Recuperio Tile Works, Inc.
541 East 184th Street
Bronx, N. Y.
Tel. Westchester 7785-8939

CLASSIFIED ADVERTISEMENTS

Rates, Classified Advertisements . 5 cents per word
Want Advertisements 35 words for \$1.00

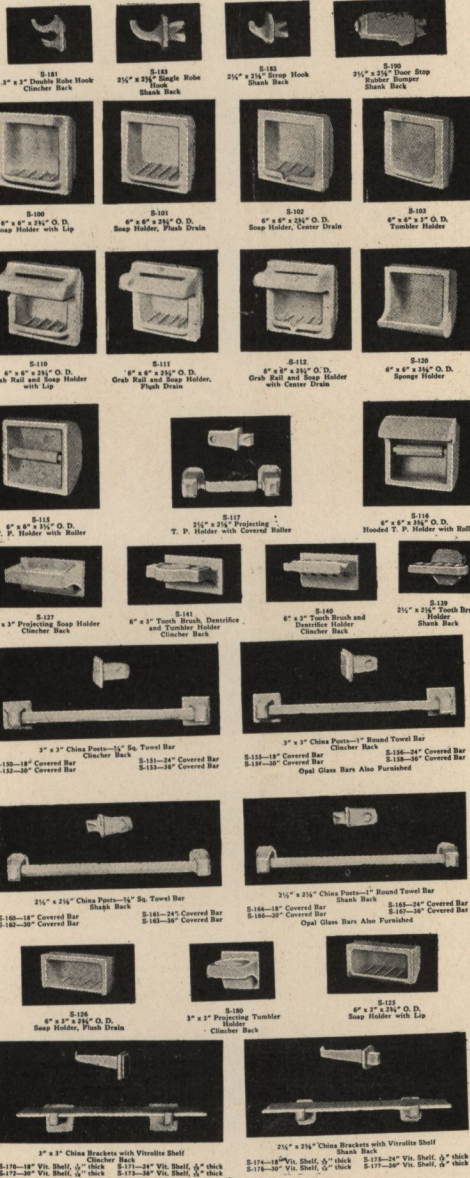
Cash must accompany all orders

WANTED: GOOD LIVE ADVERTISING
SOLICITOR FOR PERIODICAL UNIQUE
IN ITS FIELD AND OF 10,000 DISTRIBUTION. THIS IS AN OPPORTUNITY FOR

A GOOD LIVE WIRE TO MAKE MONEY.
ADDRESS BOX 23, CARE TILE TALK, 507
WEST 33D ST., NEW YORK CITY.

Distinctive Bath Room Accessories of Quality

Bath Room Accessories



Made in
White, Black

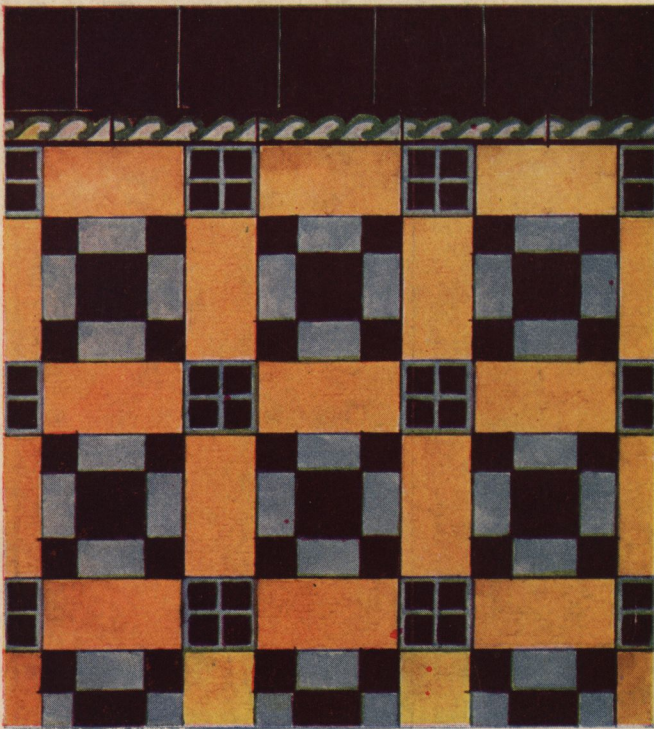
and All
Colors

The Empire Floor and Wall Tile Co.
507-11 West 33d Street, New York

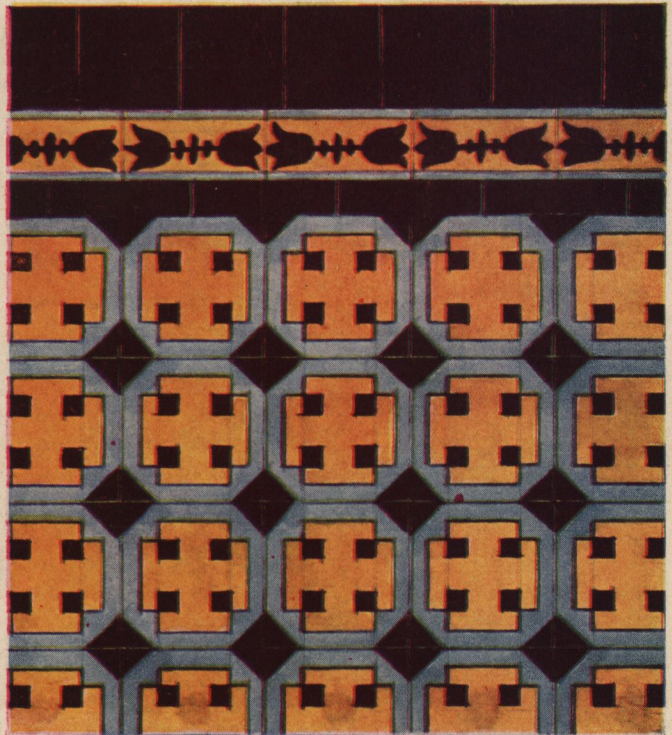
Price List Upon Request

MIRROR TILE

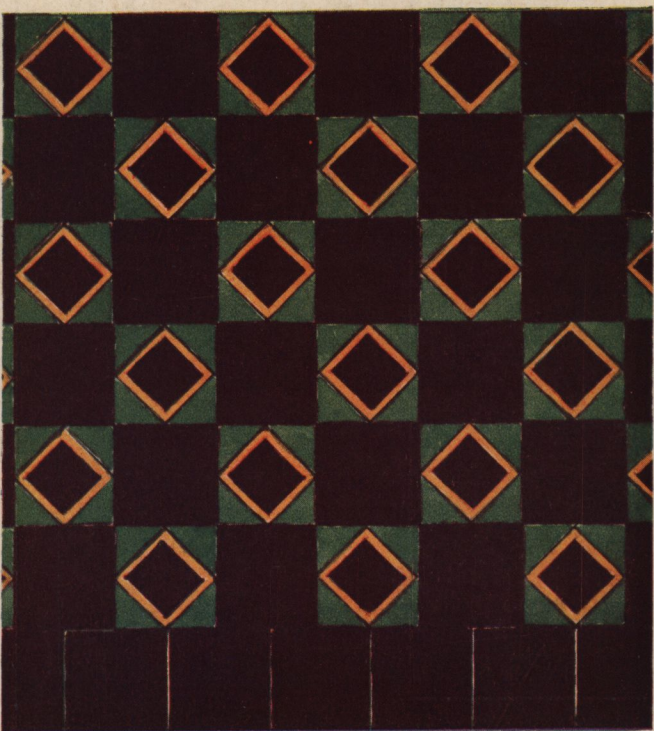
Some brand-new designs in Faience Floor Tile



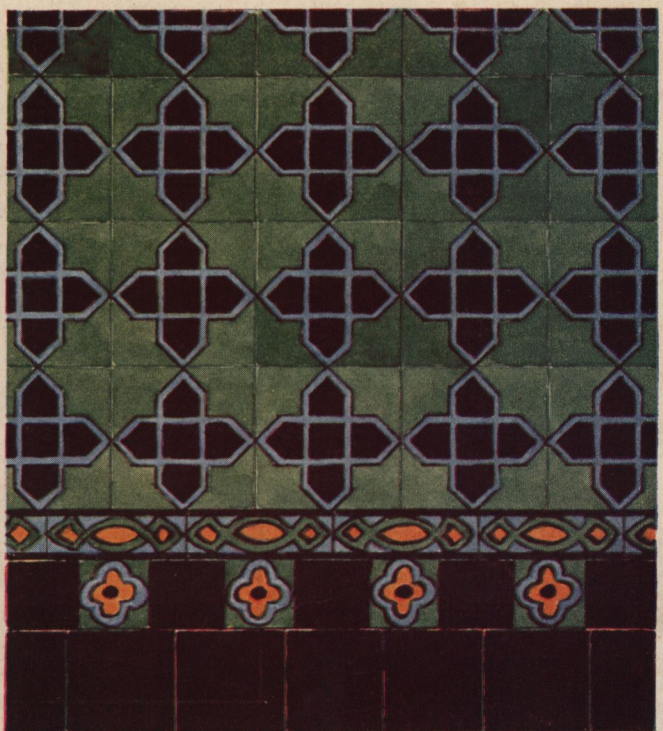
M-1. Copyright, 1929



M-3. Copyright, 1929



M-2. Copyright, 1929



M-4. Copyright, 1929

EMPIRE FLOOR & WALL TILE CO., Inc.
507 West 33rd Street
New York City

MIRROR TILE

Some brand-new designs in Faience Floor Tile

Digitized by:



ASSOCIATION FOR PRESERVATION TECHNOLOGY
www.apti.org

For the

BUILDING TECHNOLOGY HERITAGE LIBRARY

<https://archive.org/details/buildingtechnologyheritagelibrary>

From the collection of:



SOUTHEASTERN ARCHITECTURAL ARCHIVE
SPECIAL COLLECTIONS
HOWARD-TILTON MEMORIAL LIBRARY

<http://seaa.tulane.edu>

M-2. Copyright, 1929

M-4. Copyright, 1929

EMPIRE FLOOR & WALL TILE CO., Inc.
507 West 33rd Street
New York City